

Data-Cloud-Consultant Exam Tests - Salesforce

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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 2	<ul style="list-style-type: none"> • Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.
Topic 3	<ul style="list-style-type: none"> • Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.
Topic 4	<ul style="list-style-type: none"> • Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 5	<ul style="list-style-type: none"> • Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.

Salesforce Certified Data Cloud Consultant Sample Questions (Q83-Q88):

NEW QUESTION # 83

What is a reason to create a formula when ingesting a data stream?

- A. To remove duplicate rows of data from the data stream
- B. To concatenate files so they are ingested in the correct sequence
- C. To transform is date time field into a date field for use in data mapping
- D. To add a unique external identifier to an existing ruleset

Answer: C

NEW QUESTION # 84

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- A. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.
- B. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- C. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- D. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.

Answer: D

Explanation:

Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than

the segment count. Reference: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION # 85

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand.

Which capability best supports NTO's desire to separate its data by brand?

- A. Data sources for each brand
- B. Data model objects for each brand
- C. Data streams for each brand
- **D. Data spaces for each brand**

Answer: D

Explanation:

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit¹. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation². For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands³. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand⁴. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand⁵. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand. References: Data Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION # 86

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands. While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands.

What should the consultant do to make the object available for a new data space?

- **A. Navigate to the Data Space tab and select the object to be included in the new data space.**
- B. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.
- C. Create a new data stream and map the second data stream to the data space.
- D. Create a batch transform to split data between different data spaces.

Answer: A

NEW QUESTION # 87

The marketing manager at Cloud Kicks plans to bring in corporate phone numbers for its accounts into Data Cloud. They plan to use a custom field with data set to Phone to store these phone numbers.

Which statement is true when ingesting phone numbers?

- A. The phone number field should be used as a primary key.
- **B. Text value can be accepted for ingestion into = phone data type field.**
- C. The phone number field can only accept 10-digit values.
- D. Data Cloud validates the format of the phone number at the time of Ingestion.

Answer: B

Explanation:

When ingesting phone numbers into a custom field with the Phone data type in Salesforce Data Cloud, the correct statement is that text values can be accepted for ingestion into a phone data type field. Here's why:

Understanding the Requirement

The marketing manager at Cloud Kicks plans to ingest corporate phone numbers into Data Cloud using a custom field with the

Phone data type.

It is important to understand how phone numbers are validated and stored during ingestion.

Why Text Values Can Be Accepted?

Phone Data Type Behavior :

The Phone data type in Salesforce accepts text values, as phone numbers are typically stored as strings (e.g., "+1-800-555-1234").

While the field is designed for phone numbers, it does not enforce strict formatting rules during ingestion.

Validation During Ingestion :

Salesforce does not validate the format of phone numbers at the time of ingestion.

Validation occurs only when the data is used in downstream systems or applications that enforce formatting rules.

Other Options Are Incorrect :

B). Data Cloud validates the format of the phone number at the time of ingestion : This is incorrect because Data Cloud does not validate phone number formats during ingestion.

C). The phone number field can only accept 10-digit values : This is incorrect because the Phone data type supports various formats, including international numbers.

D). The phone number field should be used as a primary key : This is incorrect because phone numbers are not unique identifiers and should not be used as primary keys.

Steps to Ingest Phone Numbers

Step 1: Create a Custom Field

Navigate to Object Manager > Account > Fields & Relationships and create a custom field with the Phone data type.

Step 2: Configure Data Ingestion

Ensure the source data includes phone numbers as text values.

Map the phone number field from the source to the custom field in Data Cloud.

Step 3: Validate Data Usage

Test the ingested data to ensure it meets downstream requirements (e.g., formatting for dialing).

Conclusion

Text values can be accepted for ingestion into a Phone data type field, as phone numbers are stored as strings and formatting validation occurs later in the process.

NEW QUESTION # 88

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